

THE MAIN APPROACHES TO STRUCTURE THE ECONOMY INTELLECTUALIZATION POTENTIAL

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The main approaches to measure economic potential are the resource one and functional one. The resource approach uses the structure and amounts of particular resources of the enterprise, administrative system or territory. This allows comparing the quantity and the quality of the correspondent resources types. At the same time it is not perfect way because available resources can be used with different efficiency. The functional approach, on the other hand, divides the elements of the system according to their functions, role in system existence or “activity types”. This helps to assess the current situation in particular area of functioning (for example, logistical, marketing or production potential of an enterprise). The weak point here is that overall possibilities and capacities can be missed in current activities and therefore the main aspect of potential definition can be not taken into account. There is also mixed approach – the combined way to form a potential structure and take into account both available resources and their functional use. With this combined tool we can work on personnel, innovative potential or even integrated intellectual one.

Table 1 – Main Approaches to Structure the Economic Potential

Resource	Mixed	Functional
Natural resources Tools Working power etc.	Personnel potential Innovative potential Organizational potential etc.	Logistical potential Production potential Management potential Marketing potential etc.

In the age of frequent innovation and global changes the main competitive advantage is related to Organization’s ability to create, accumulate, distribute and implement specific professional knowledge (or intellectual and innovative activities). Theoretical background of this starts from Vladimir Vernadsky’s theory of noosphere (1944) which states that in the area of society and nature interaction the reasonable (intelligent) human activity becomes the determining factor of development. At the second half of XX century more and more scientists mention such level of world development as Knowledge Society. In economic sphere the “knowledge worker” according to Peter Drucker’s definition (1959) is the one who works primarily with information or the one who develops and uses knowledge in the workplace. The following researches paid more attention to interpersonal interactions development potential. In his studying of society development Pierre Bourdieu (1983) distinguishes three forms of capital: economic, cultural and social.

A little different view on social capital and its definition showed Coleman and Becker in their works related to social networks influence on state performance (Coleman, 1988; Becker 1996) Particularly in the field of intellectualization of social capital Vladimir Inozemtsev's concept of post-economic society and intellectuals' elite (Inozemtsev 1998) should be mentioned. As far as social and economic conditions for society of knowledge in Ukraine is concerned, work of prof. V.M. Heyets represents a valuable overview (Heyets, 2005)

Business intellectualization analysis at the level of enterprise: classification and description of knowledge management systems, expert innovation teams, role of social networks and creative environment creation etc. - is particularly interesting for us in so called "talent management" concept (Poell and Van der Krogt, 2008)

Finally, World Health Organisation's definition of health "Health is a state of complete physical, mental and social well-being and not merely the absence of disease or infirmity" (Constitution, 2006) make it possible to include intellectual needs to general human health factors for the sustainable socio-economic development.

Dealing with economy intellectualization potential in the sustainability context we need to take into account the way natural resources are used within particular economic system. According to our hypothesis it is determined by the direction, spread extent and intensity of the intellectual and innovative activities within correspondent socio-eco-economic system (for example, region, state or province).

Thus economy intellectualization process should start with health and educational training of future innovators, development of their creativity towards sustainable future, go through the scientific research results and end only with taking into account implemented innovations and their effect on the local, regional and state environmental situation according to the ecological balance principles.

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